

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **LISTING OF CLAIMS**

Claims 1-307 (canceled)

Claim 308 (currently amended): A program storage device readable by a server, tangibly embodying a program of instructions executable by the server to perform method steps for managing a plurality of content hosts on the same server or on other servers, said method steps comprising the steps of:

retrieving a first dynamic content hosted by a first host wherein the first dynamic content is configured from a database table and wherein retrieving is performed by the server;

retrieving a second dynamic content hosted by a second host wherein the second dynamic content is configured from a database table and wherein retrieving is performed by the server; ~~and,~~

presenting a third host to a user accessing the server wherein the third host displays the first dynamic content and the second dynamic content as if the first dynamic content and the second dynamic content originated from the third host; and,

~~wherein configuring the server is configured to control all interfacing with the user~~  
accessing the first dynamic content and the second dynamic content through the third host without redirecting the user to the first host and without redirecting the user to the second host.

Claim 309 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: formatting a content page that has at least a first portion of the first dynamic content hosted by the first host and at least a second portion of the second dynamic content hosted by the second host.

Claim 310 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: enabling the second host to virtually present the first dynamic content hosted by the first host as if the first dynamic content originated from the second host without redirecting the user to the first host.

Claim 311 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the steps of:

hosting a third dynamic content on the third host;

directing the first host to manage the first dynamic content,

directing the second host to manage the second dynamic content, and,

directing the third host to manage the third dynamic content.

Claim 312 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: formatting a content page that has at least a portion of the first content hosted by the first host.

Claim 313 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: formatting a content page that has at least a portion of the second content hosted by the second host.

Claim 314 (previously presented): The program storage device according to claim 308 wherein the first host, the second host, and the third host are accessible through a user interface.

Claim 315 (previously presented): The program storage device according to claim 314 wherein the user interface is a user-uploaded interface.

Claim 316 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the steps of:

accessing a database table having at least one column and a plurality of rows;

accessing a first identification marking of the first content wherein said first identification marking is stored in a row of the database table; and,

accessing a second identification marking of the second content wherein said  
second identification marking is stored in another row of the database table.

Claim 317 (previously presented): The program storage device according to claim 308 wherein the third host hosts a third content.

Claim 318 (previously presented): The program storage device according to claim 317 wherein said method steps further comprise the step of: enabling the first host to virtually present the third content hosted by the third host as if said third content originated from the first host without redirecting the user to the third host.

Claim 319 (previously presented): The program storage device according to claim 317 wherein said method steps further comprise the step of: formatting a content page comprising at least a first portion of the first dynamic content, at least a second portion of the second dynamic content and at least a third portion of the third content.

Claim 320 (previously presented): The program storage device according to claim 317 wherein said method steps further comprise the step of: presenting the third content in a user-selected language.

Claim 321 (previously presented): The program storage device according to claim 317 wherein the third content is a dynamic content.

Claim 322 (previously presented): The program storage device according to claim 317 wherein the third content is selected from the group consisting of a good for sale; an audio; a video; an e-service; a sport; a news; a weather; an auction; a car sale; a realty; an information; an e-commerce; an image; a form; a link; javascript code; database object; and, a user previously-viewed content.

Claim 323 (previously presented): The program storage device according to claim 308 wherein the first dynamic content and the second dynamic content is selected from the group consisting of a good for sale; an audio; a video; an e-service; a sport; a news; a weather; an auction; a car sale; a realty; an information; an e-commerce; an image; a form; a link; javascript code; database object; and, a user previously-viewed content.

Claim 324 (canceled)

Claim 325 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: presenting the first dynamic content in a user-selected language.

Claim 326 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: presenting the second dynamic content in a user-selected language.

Claim 327 (previously presented): The program storage device according to claim 308 wherein the first host, the second host and the third host are configured to be hosted in an infrastructure selected from the group consisting of a physical location; a URL address; a database; a database table; a computer; and, a network address.

Claim 328 (previously presented): The program storage device according to claim 308 wherein each host is selected from the group consisting of dynamic and virtual.

Claim 329 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: managing dynamic and virtual content.

Claim 330 (previously presented): The program storage device according to claim 308 wherein said method steps further comprise the step of: managing dynamic and virtual database and database tables.

Claim 331 (previously presented): The program storage device according to claim 308 wherein the third host is configured to interface with an end user viewing the first dynamic content and the second dynamic content.

Claim 332 (previously presented): The computer readable medium according to claim 308 wherein the first host and the second host are in a classification selected from the group consisting of: e-shop; website; e-distributor; manufacturer; e-commerce; and e-service.

Claim 333 (previously presented): The program storage device according to claim 308 wherein the third host is in a classification selected from the group consisting of: e-shop; website; e-mail; e-commerce; and e-service.

Claim 334 (previously presented): The program storage device readable medium according to claim 308 wherein the server is further configured to provide user entered information to the first host.

Claim 335 (previously presented): The program storage device readable medium according to claim 308 wherein the server is further configured to provide user entered information to the second host.

Claim 336 (new): A program storage device readable by a server, tangibly embodying a program of instructions executable by the server to perform method steps for managing organizing a hosting environment to enable a plurality of content hosts to present products/services offered for presentation by others, said method steps comprising the steps of:

- offering a plurality of content hosts participation in a virtual network on the server;
- enabling any content host participating in the virtual network to offer for presentation a content, the content comprising any of the products or services of any other content host among the plurality of content hosts;
- accessing a first content hosted by a first content host participating in the virtual network, wherein accessing is performed by the server;
- accessing a second content hosted by a second content host participating in the network, wherein accessing is performed by the server;
- presenting a third content host to a user accessing the server wherein the third content host displays the first content and the second content as if the first content and the second content originated from the third content host; and,
- configuring the server to manage the first content and the second content through the third content host.

Claim 337 (new): The program storage device of claim 336, wherein the content host comprises an e-shop.